

Association for Conservation Information 2005 Conference Agenda

Theme: The Changing Landscape of Conservation Communication

Saturday, July 9, 2005

Arrival - Shuttle transportation will be available from the Salt Lake International airport to the conference location. Please include travel information on registration form.

Sunday, July 10, 2005

Arrival - Shuttle transportation will be available from the Salt Lake International airport to the conference location. Please include travel information on registration form.

9:30 am - 12:00 pm **ACI Board Meeting**

12:00 pm - 4:30 pm Registration

12:00 pm - 1:30 pm LUNCH ON YOUR OWN

1:30 pm - 4:30 pm **ACI Board Meeting Continued**

1:30 pm - 2:30 pm **Awards Committee Meeting**

2:30 pm - 4:30 pm **National Conservation Education Strategy Update** - *Tom Bennett, Commissioner-Kentucky Fish and Game & IAFWA Executive Committee Member*
This informal session will address issues relating to, and extending from, the IAFWA Summit on Conservation Education that was held at the National Conservation Training Center last December. Tom Bennett will update us on how the "Agenda for Conservation Education in State Fish and Wildlife Agencies" has been received and lead a discussion on how attending the Conservation Education Summit has affected the way your agency conducts business.

6:30 pm - 9:00 pm **ACI Opening Social**
Curling is one of the fastest growing winter sports and after dinner you'll have the opportunity to experience the action for yourself. We will be at the Ice Sheet in Ogden, the official curling venue of the 2002 Winter Olympics. Wear athletic shoes and bring your competitive spirit!

9:00 pm - 11:00 pm **Hospitality**
Relax in the hospitality room, which will be available every night of the conference.

Monday, July 11, 2005

8:00 am - 4:00 pm Registration

8:00 am - 9:30 am

- **Welcome** - *Director, Utah Division of Wildlife Resources*
- **Remarks** - *Dave Chanda, ACI President*
- **Creating Successful Media Programs** - *Doug Miller*

9:30 am - 9:55 am BREAK

- 10:00 am - 10:45 am **The Great Salt Lake: A Jewel in the Desert** - *Don Paul*
Don Paul has devoted his life to the study of birds and conservation of their habitat. The work he conducted on the Great Salt Lake was an interesting combination of collecting data on bird use, implementing wildlife recovery programs and creating awareness and pride in the uniqueness of the Great Salt Lake Ecosystem. Utah's story of recovery of is a wonderful chapter in continental efforts to bring back the Pergrine Falcon. It is a story fraught with romance at Hotel Utah and a female that left a city boyfriend for a long and fruitful life on an exotic island. Come and learn how this master of the sky has soared back from extinction into the blue skies over Great Salt Lake wetlands. This presentation is packed with personality and great information.
- 10:45 am - 11:30 am **Endearing Communities to the Great Salt Lake** - *Panel Discussion*
- 11:30 am - 12:55 pm LUNCH ON YOUR OWN
- 1:00 pm - 2:30 pm **Branding & Identity Creation** - *Elizabeth Gregory*
We live in the age of the brand. Huge corporations spend billions on building, changing, and rehabilitating their brands because brand recognition and brand loyalty are valuable commodities that actually translate into an impact on the bottom line. People today, especially children and teens, are conditioned by the thousands of messages they see every day to think in terms of brands and to value branded products. So what does that mean for state agencies and public service organizations? How do we get people's attention in a media marketplace dominated by well recognized brands? The first step is to understand you have a brand and to learn how people perceive it. Then you can begin to do what the big guys do--build it, change it, and reshape it to appeal to the people you want to attract. This highly interactive session will explore how brands work and give you practical guidance for building the brand identity you want to present to the public.
- 2:30 pm - 2:55 pm BREAK
- 3:00 pm - 5:00 pm **Team and Community Building** - *Russell W. Wright*
A new form of organization called a "community of practice," is emerging across government agencies and departments, and promises to complement existing structure and radically galvanize knowledge-sharing, learning and change. People in government form these communities for a variety of reasons -- to maintain connections with peers when agencies reorganize, to stay current on best practices and seek advice/assistance to meet new challenges when the government policies shift. The paradox of such communities is that although they are ultimately self-organizing and thus resistant to supervision and interference, they do require specific managerial efforts to develop and integrate them into the organization. They require team--or in this case, community-building. In this session, you'll learn the essential steps leaders need to take to build communities of practice.
- 5:30 pm - 6:30 pm **Dancing Spirits Yoga™** - *G/Joan Guilfoyle (ACI Immediate Past President)*

This optional activity is designed to refresh and re-ground after conference sessions and before dinner with an hour of Dancing Spirits Yoga™. Using the power of music and breath, DSY helps integrate your day and energize body, mind and spirit with a fusion of simple yoga-based movements, playful dance and guided meditations. Reconnect with yourself and with others in an atmosphere of safety, acceptance, openness and fun. No experience in dance or yoga needed. Bring a blanket if possible, and wear non-binding clothing. Learn more at www.gorgeousspirit.com.

DINNER ON YOUR OWN

6:00 pm - 11:00 pm **Hospitality & Evening Mini-Session** (*mini-session runs from 7 pm - 8 pm*)

- **Secrets to Capturing the Perfect Wildlife Image** - *Larry Dalton & Lynn Chamberlain*
Wildlife photography is an essential part of doing effective outreach in a wildlife management agency, but photographic success often seems elusive because it involves the appropriate use of science (understanding animal behavior, light control), art (composition) and simply being in the exact right place to take the photo--luck plays only a minor, non-significant role. Numerous books exist to help you master the science and art steps, but little is written about how to be at the exact right place and at the right time to get the photo. Larry Dalton & Lynn Chamberlain, each professional wildlife photographers, will discuss this important, but poorly understood aspect of wildlife photography. They will address photography as it relates to wild, free ranging wildlife and controlled animals. In doing this they will display fantastic images of wildlife secured from places as close as your backyard to alluring travel destinations that exist around the world, disclosing the secrets of how to be at the exact right place and at the right time.

Tuesday, July 12, 2005

8:00 am - 12:00 pm Registration

ALL DAY

Teaming with Wildlife Train the Trainers Workshop

The International Association of Fish and Wildlife Agencies and The Nature Conservancy in concert with many other conservation groups as part of the Teaming with Wildlife coalition is undertaking a national public education effort timed to dovetail with the completion of state wildlife strategies in October 2005. Capitalizing on the momentum created by the launch of these strategies, we will work to build, strengthen, and mobilize a core network of key individuals, organizations, agencies, and associations on behalf of securing full implementation of state wildlife strategies. An important part of this effort will include laying the foundation for increased funding devoted to wildlife conservation.

A key component of this effort will be using public opinion research polling data, focus groups, and case studies to provide critically needed information about public attitudes toward wildlife conservation and related issues and trends. Using these data, they will create universal messages and customized, strategic communications plans, which will provide network supporters with the tools, expertise, and materials necessary to launch successful public education programs in their states.

This day of the ACI conference will be devoted to sharing the polling and focus group research, overall three-year communications strategy, and associated key messages. They will bring in the pollsters, other communications experts and key national conservation group leaders that will be spearheading

this education and outreach effort for Teaming with Wildlife. Members of ACI will play a lead role in then disseminating this key communication information within their state and other communities.

Some specifics for this workshop will include: an overview of the full "campaign", review of existing poll data, new poll data, focus groups results, communications strategy, key messages, development of a communications tool kit (we need folks ideas.) They'd also like to do some role playing, brainstorming and smaller group work. They are very interested in YOUR ideas of how to make this outreach/education effort a success.

DINNER ON YOUR OWN

6:00 pm - 11:00 am **Hospitality**

Tonight is the night to wow all of your newfound friends and colleagues. Sing your little heart out to the best tunes from then and now in the KARAOKE hospitality room tonight. No one cares if you can sing well, in fact it is much more entertaining if you can't. Be there or be square!

5:30 pm - 6:30 pm **Dancing Spirits Yoga™** - *G/Joan Guilfoyle (ACI Immediate Past President)*

Wednesday, July 13, 2005

7:00 am - 4:00 pm **Field Trips** (pre-registration is required, departure and return times will vary)

- **Great Salt Lake & Farmington Bay Airboat Tour**

Join waterfowl biologists and refuge managers from the nine refuges of the east shore of the Great Salt Lake to explore the lake in airboats. One of North America's most unique natural features, the Great Salt Lake has been named a Western Hemispheric Shorebird reserve in recognition of the large populations of shorebirds it hosts. Participants in this tour can expect to see clouds of shorebirds and other water birds as they explore the lake from a vantage point few people ever enjoy—the lake itself. Box lunches will be provided.

- **Fishing on the Provo River**

The Provo River is one of the most popular fisheries in Utah. The majority of trout in the Provo River are brown trout, but anglers can expect to catch an occasional rainbow, cutthroat or mountain whitefish. Seasoned anglers recommend using small flies (sizes 18-22) in patterns such as gold-ribbed hares ear, scuds, pheasant tails, chamois caddis, brassies and many other patterns. Much of the river has special regulations requiring artificial flies and lures only, but we'll fish a stretch of river adjacent to an area where bait anglers can fish. It may be a good idea to bring a small backpack to the conference for this field trip to carry water, sunscreen, a camera and fishing gear. Participants must provide their own pole/rod, tackle and license. Box lunches will be provided. Utah fishing licenses can be purchased online at wildlife.utah.gov

- **River Fishing in Northern Utah**

Fishery biologists from the Utah Division of Wildlife Resources will lead participants on a trip to Blue Ribbon fishing areas on the Logan and Blacksmith Fork rivers in Northern Utah. These rivers offer world-class cutthroat, brown and rainbow trout fishing...not to mention breath-taking scenery. It may be a good idea to bring a small backpack to the conference for this field trip to carry water, sunscreen, a camera and fishing gear. Participants must provide their own pole/rod, tackle and license. Utah fishing licenses can be purchased online at wildlife.utah.gov. As a bonus, participants on this field trip will learn the skills necessary to brighten up any campfire with harmonica music. Box lunches and harmonicas will be provided.

- **High-Mountain Wildflower & Wildlife Walk**
Come wander through the high mountain wildflower meadows of the Albion Basin nestled within the mountains east of Alta and Snowbird ski resorts. Dr. Sherman Brough, a professor of botany and resident wildflower expert, will guide the hike. After a leisurely hike along a flower-lined trail toward Secret Lake you'll take a tram to the top of the mountain to enjoy lunch with an extraordinary view. It may be a good idea to bring a small backpack to the conference for this field trip to carry a jacket, water, sunscreen, wildflower or bird identification books and a camera.
- **Downtown Salt Lake City Shopping & Temple Square Tour**
Temple Square is within walking distance of three malls, the Museum of Church History and Art, the Family History Library, the Joseph Smith Memorial Building, the Church Office Building, the Beehive House, and the Lion House. This beautifully landscaped 10-acre plot of ground in the heart of downtown Salt Lake City is one of Utah's most visited attractions. The centerpiece of the Square is the 6-spired granite Salt Lake Temple, and adjacent to this imposing edifice is the domed Tabernacle, home of the world-famous Mormon Tabernacle Choir and the great Tabernacle organ. Participants on this field trip will enjoy a guided tour of the gardens on Temple Square and be treated to an organ recital in the Conference Center.
After the tour and recital you will be free to shop, catch a movie or tour additional historical sites in the area. An ACI shuttle will pick you up at the north end of The Gateway mall at 3:30 pm. The Gateway mall is one of Salt Lake City's best shopping, dining and entertainment centers. The mall is also boasts the Olympic Legacy Plaza, with the Olympic Wall of Honor and the dancing waters of the Olympic Snowflake Fountain. Maps will be provided and public transportation on TRAX from Temple Square to The Gateway mall is free. Lunch is not provided on this field trip.
- **Antelope Island Tour**
Nestled in the middle of the Great Salt Lake, Antelope Island is the best place to see this unique lake. Wade in salty water (six times saltier than the ocean) and enjoy oolitic sandy beaches (hand lenses provided for a closer look at the lake's unique sand.) Wildlife viewing abounds with one of the oldest bison herds in America, along with antelope, deer, big horn sheep, coyotes, burrowing owls, and more. Explore the historic ranch site--home to the longest continually inhabited home in Utah and the largest sheep sheering operation west of the Mississippi River. Along the way, we'll make discoveries in the Island Visitor's Center, learn about the history and uses of the Great Salt Lake and view exposed rock that is older than the rock at the bottom of the Grand Canyon. Box lunches will be provided.

5:00 pm - 6:30 pm **Hospitality**

6:30 pm - 9:00 pm **ACI Auction and Dinner at the Ogden Eccles Conference Center**
Sponsored by the Outdoors Channel

9:00 pm - 11:00 pm **Hospitality**
Surprise musical entertainment provided. If you miss this you won't have a clue what people will be talking about on Thursday.

Thursday, July 14, 2005

8:00 am - 4:00 pm Registration

8:00 am - 9:30 am Combined Session

- **ACI Business Meeting**

9:30 am - 9:55 am BREAK

10:00 am - 11:30 am Breakout Session 1

- **Marketing Magazine Advertising** - *Randy Brudnicki*
Magazine management within state agencies has changed dramatically in the last few years. Tight budgets and increasing costs have led some states to curtail or eliminate their magazines. Yet research shows that magazines are one of the most effective public relations tools an agency has. So how does an agency keep its magazine? Some states are offering advertising in their publications as a method to recoup some of their expenses. But, as many states have experienced, selling advertising is no easy task. It's nearly impossible to get national accounts to come on board, and finding the right talent to sell advertising is difficult and expensive. There is a solution. Now is the time for states to form a consortium and increase revenue. Every state magazine that has thought about advertising or is trying to sell advertising needs to have a representative at this session.
- **Biosocial Issues in Natural Resource Management: A Closer Look at Wolves** - *Ed Bangs*
Because human perceptions of wolves are often highly polarized and intractable, wolf management often more human values than science. The U.S. Fish and Wildlife Service (USFWS) Wolf Recovery program has been involved in federal, state, and local politics, Congressional mandates, and almost constant litigation, from both wolf supporters and wolf opponents, since the late 1980's. This session will detail how the USFS outreach program used science-based information and personal contact to increase the public's understanding of wolves, wolf restoration and the need for wolf management. Not everyone deals with wolves, but the lessons learned by the USFWS are a valuable tool for whatever your "wolf" may be.

11:30 am - 1:00 pm LUNCH ON YOUR OWN

1:00 pm - 2:30 pm Breakout Session 2

- **Video Studios: From "Extreme Makeovers" to Starting from Scratch** - *Reed Sherman*
Has your department been downsized or eliminated due budget cuts in recent years? Is your division or agency thinking about starting up or thinking about an "Extreme Makeover" for your video production department? If so, then this session is for you. In this session Reed Sherman, the Media Production Specialist from the Utah Division of Wildlife Resources, who recently completed an "Extreme Makeover," and other guest speakers, will share their tips and tricks. They'll discuss what computers, cameras and audio equipment you will need to get your studio up and running effectively without blowing your budget.
- **Master Naturalist Programs** - *Elizabeth Gregory*
"A corps well-trained volunteers providing education, outreach, and service dedicated to the beneficial management of natural resources and natural areas within their communities." Great concept, right? Who wouldn't want a group of well-prepared volunteers to extend the reach of their program? Master Naturalist volunteers are just that. This concept began, in slightly different forms, in several states, and now the program is expanding rapidly. This session will present the benefits and potential impacts of a Master Naturalist volunteer program, an overview of the Texas model, and other information to help you determine the value of such a program to you and your organization.
- **Surviving Snakehead Fever: managing a major media frenzy.** - *Julia Dixon & Becky Wajda*

Re-live the drama experienced by Virginia Department of Game and Inland Fisheries personnel as they struggled to determine the extent of the snakehead infestation in the Potomac River while simultaneously dealing with a hysterical news media touting the arrival of the Frankenfish as bordering on a national threat. One reporter even asked how close the nearest snakeheads were to The White House. It was silly, but the wave of media interest -- Snakehead Fever -- had to be managed or it would have eaten us alive. We'll talk about media strategies, the challenges of coordinating with multiple agencies and organizations, the development of internal protocols and how we lived to tell about it.

2:30 pm - 2:55 pm BREAK

3:00 pm - 4:30 pm Breakout Session 3

- **Best Practices - RBFF & Panel Discussion**

A Best Practice is a program or practice with specific outcomes that has been clearly defined, refined, and evaluated through repeated delivery and supported by a substantial body of research. These practices represent the best knowledge available for use under specified circumstances. For natural resources management agencies and organization trying to education people about boating, fishing and stewardship of aquatic resources, the use of best educational practices is imply a matter of applying tested, science-based practices to education efforts, the same way biologist apply science to the management of fish, wildlife, and other natural resources. This session will introduce you to Best Practices and help you better understand how they can help you improve programs.

- **Creating Engaging Exhibits - Nicole Ardoin & Christy Merrick**

Interpretive displays are often the first, and sometimes only, opportunity to engage visitors in important conservation messages. Well crafted and creative exhibits, designed with the visitor in mind, can instantaneously spark curiosity and discussion, while poorly designed exhibits can do precisely the opposite--bore visitors from the start. In this session, we'll review some of the golden rules of exhibition design to ensure that your exhibits are living up to their potential. Using the latest research on visitor studies, we'll discuss how recent findings may apply to your new or existing interpretive elements. Finally, we'll end with an interactive session on developing clear messages, using engaging visuals, and capitalizing on technology to make your exhibits powerful, entertaining, and educational. Think in advance about successes and frustrations with exhibit development that you'd like to share--and bring along ideas for new exhibit topics that you'd like to explore!

5:00 pm - 6:00 pm Travel to Snowbasin Resort

6:00 pm - 6:45 pm **Gondola Rides**

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We'll take the Needles Express Gondola on an exciting 15 minute, 2,310 vertical feet, ride to the top of the mountain. The view is amazing!

7:00 pm - 10:00 pm **ACI Awards Banquet at Snowbasin Resort**

Sponsored by Liberty Press

10:45 pm - 12:00 am **Hospitality**

Friday, July 15, 2005

Departure - Shuttle transportation will be available from the conference location to the Salt Lake International Airport. Please include travel information on registration form.